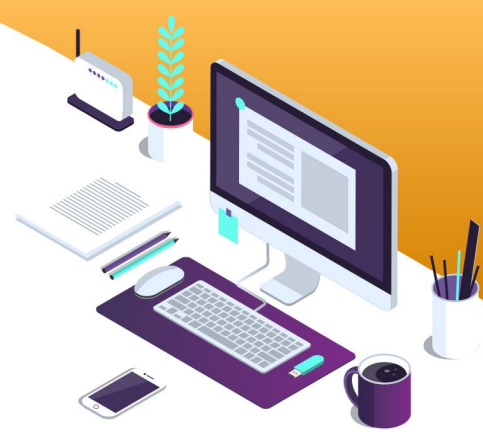


Project Proposal for  
**Dr. David Icové**



Dr. David Icové, referred to hereafter as CLIENT, is in need of a new, secure website with a modern and responsive UI. It needs to inform potential clients of their services while offering an easeful and elegant user experience (UX). It also needs to be SEO optimized in order to create long-term google ranking. The website should look and feel professional, clean and work intelligently -- optimized for conversion. It should expand their current ability to connect with potential clients and clearly illustrate their services.

## **TASKS + DELIVERABLES**

### **ENHANCED BRAND WILL PROVIDE:**

- + A fully functioning, responsive website
- + New brand images and design
- + Logo
- + Optimized user experience for technical and non-technical prospective clients

### **CLIENT WILL PROVIDE:**

- + Hosting account and domain credentials (I strongly recommend [this host](#))
- + Copy and any new design assets, as defined by client
- + Creative direction where needed

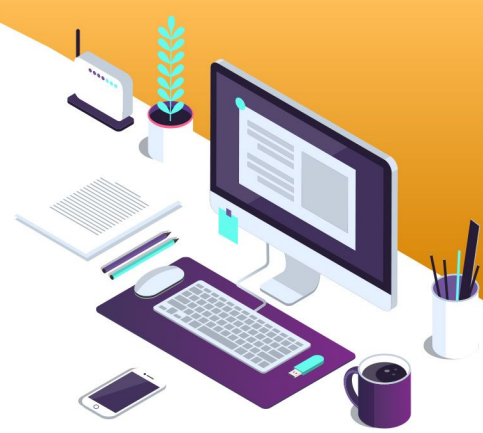
The following fee summary is based on estimations of time to perform the outlined work. Additional costs for services not outlined herein can be discussed as needed. Should the scope of the project change after acceptance of terms and pricing, I will provide a detailed scope change to define additional work and associated costs. As the project progresses, the client may need to purchase additional plugins for specific functionality, which will be discussed as needed.

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Project Proposal for  
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## FEE SUMMARY

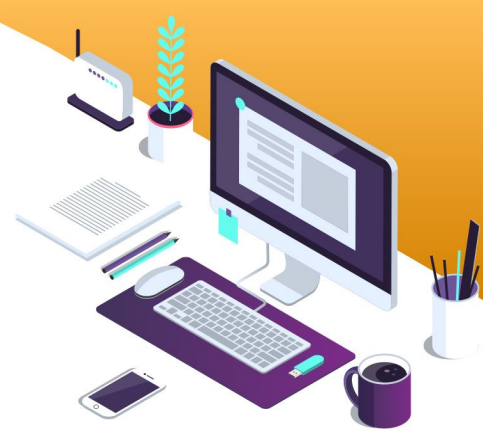
| SERVICE   | COST             |
|---|------------------|
| <b>Branding + Design</b> <ul style="list-style-type: none"><li>+ Discovery + visualization phase</li><li>+ Development of Brand Identity + Logo</li><li>+ Coherence of brand via typography, color scheme + graphic assets</li><li>+ Optimization of image quality and size for site performance</li><li>+ Stock image curation</li></ul> <i>Estimated time: 60+ Hours</i>  | <b>\$ 3,500</b>  |
| <b>Web Development</b> <ul style="list-style-type: none"><li>+ Installation and setup of domain, DNS and hosting</li><li>+ Security and Plugin configuration</li><li>+ Mockups, layouts, grids and visualization</li><li>+ Implementation of copy</li><li>+ Secure Payment gateway solution for invoices</li><li>+ HTML + CSS customization</li><li>+ Responsive design for mobile and tablets</li><li>+ Migration + Testing</li><li>+ Launch</li></ul> <i>Estimated time: 100+ hours</i> | <b>\$ 9,000</b>  |
| <b>On-Page SEO</b> <ul style="list-style-type: none"><li>+ SEO Strategy Stage<ul style="list-style-type: none"><li>+ Develop Keyword Strategy</li><li>+ Competitor Content Gap Analysis</li><li>+ Develop Content Strategy</li></ul></li><li>+ Image Optimization</li><li>+ Meta and Content Optimization</li></ul> <i>Estimated time: 4 hours per page</i>   | <b>\$ 2,000</b>  |
| <b>TOTAL</b>  | <b>\$ 14,500</b> |

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## PROJECT TIMELINE

Upon submission of any new content and copy by the CLIENT, providing that there may be minor changes, rewrites and additions, the estimated project timeline is projected as:

### PHASE ONE: DEVELOPMENT *≈4 weeks*

*Installation, general layout, brand and look-and-feel developed and presented. (SEO is implemented at every phase.)*

### PHASE TWO: REVISIONS *≈1-2 weeks*

*Once CLIENT revisions are communicated, changes are implemented and shared.*

### PHASE THREE: REFINING *≈1-3 weeks*

*Upon approval from CLIENT of design, the rest of the content is fully implemented, optimized responsively for all devices and then tested.*

### PHASE FOUR: LAUNCH *≈1-2 days*

*Site is migrated to the domain, fully tested again and launched.*

### Total Project Delivery Timeline: 6-9 weeks

Where production schedules are not adhered to by the CLIENT, final delivery date will be adjusted accordingly. Enhanced Brand Agency is not responsible for late delivery based on the client's delay in submitted materials, correspondence, feedback and final approval.

## TERMS OF AGREEMENT

This Project Agreement sets forth the project specifications, including the proposed scope of services, payment, production and invoicing schedules. This Project Agreement defines the terms and conditions of our working relationship.

*CLIENT:* You agree that you have the authority to enter into this contract on behalf of your organization. You will give us the credentials and assets we tell you we need to complete the project. You'll review our work, provide feedback and approval in a timely manner.

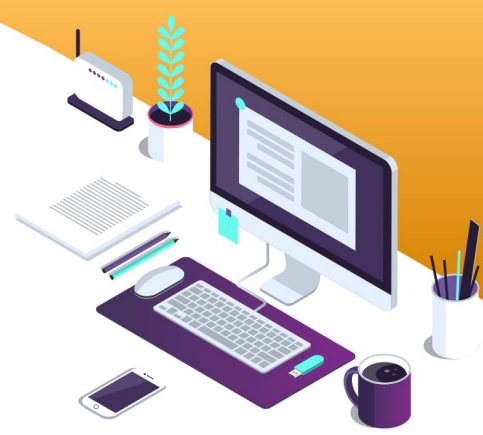
*ENHANCED BRAND AGENCY:* We have the experience and ability to do everything we've agreed with you and we'll do it all in a professional and timely manner. We'll endeavour to meet every deadline that's set and on top of that maintain the confidentiality of everything you give us.

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## **DISPLAYING OUR WORK**

We reserve the right to display all aspects of our creative work, including sketches, work-in-progress designs and the completed project on our portfolio and in articles on websites, in magazine articles and in books.

## **TERMS OF PAYMENT**

CLIENT agrees to pay “Sarah Booty” (alias Aluna Conrad) in accordance with the terms specified in this Agreement. We reserve the right to refuse completion or delivery of work until past due balances are paid. All materials or property belonging to CLIENT, as well as work performed, may be retained as security until all due balances are paid.

### **PAYMENT SCHEDULE**

1. Half of the Balance due upon the signing this Contract
2. Remainder of Balance due upon completion of **Phase III** (before new site goes live on the domain)

### **Late Payment**

If client does not pay invoice within 30 days of due date, a late fee of 10% per 30 days in violation will be added to the cost.

### **Violation of Contract**

If CLIENT does not pay the full and final amount due on the invoice, client voids all usage and reproduction rights.

## **PROJECT COMPLETION**

### **Project Phases**

No phase of the project will be deemed completed until accepted by CLIENT in writing (email response is acceptable), such acceptance not to be unreasonably withheld or delayed.

### **Final Approval**

If CLIENT delays final approval of the project for more than 30 days after the completion date, and all responsibilities are timely completed by Enhanced Brand Agency, the project will be deemed complete and CLIENT will continue to pay the monthly installments until the balance is fulfilled. Upon

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Project Proposal for  
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fulfillment of the full and final invoice, the CLIENT will receive full ownership rights to the website and brand assets created by Enhanced Brand Agency for this project.

## **INVOICING**

Invoices will be submitted to CLIENT, checks to be made payable to “Sarah Booty” and mailed to a specified address.

## **Full and Final Payment**

Final invoice will be sent to CLIENT upon completion of the project, and payment is due immediately upon reception. When full and final payment is received from CLIENT, Enhanced Brand Agency has fulfilled the tasks and shall not be required to perform any other services other than as required hereunder.

## **NEXT STEPS**

To proceed with this project, CLIENT is required take the following steps:

1. Accept the proposal as is or discuss desired changes
2. Finalize and sign
3. Submit agreed upon payment

A handwritten signature in black ink that reads "Sarah Booty".

on December 17th, 2018

Signed by and on behalf of Sarah Booty (alias Aluna Conrad), Owner of Enhanced Brand Agency.

\_\_\_\_\_ on \_\_\_\_\_

Signed by and on behalf of Dr. David Icove.

*Each party should sign above and keep a copy for their records.*

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